Andy Duong

Product Designer based in the Bay Area

andyduong.work   contact@andyduong.work

Experience

Newhouse Project Consulting — UX Designer
Jan. 2024 – Current

Designed a responsive 24-page website, maintaining consistency and cohesion across all design assets, optimizing user flow and enhancing overall usability

Worked closely with the executive team to develop 3 wireframe mockups, facilitating feedback sessions and ensuring alignment with strategic objectives

Conducted competitive analyses of consulting websites to identify trends and best practices, leveraging insights to refine design strategies

Innovate 48 — UX Designer
Jan. 2024

Collaborated with a team of 9 designers in a two-day hackathon with 450 participants, orchestrating the optimization of IKEA's buy-back program for mobile devices

Designed 35 frames in Figma, mapping the selling user flow for the final prototype in adherence to IKEA's design protocol

Conducted user research initiatives to pinpoint opportunities, incorporating additional features into the IKEA buy-back program to enhance intuitiveness and visibility

Netskope — Data Analyst
Oct. 2022 – Nov. 2022

Updated ultimate parent companies in a hierarchy within the Salesforce platform by revamping subsidiary linked accounts

Evaluated over 3,000+ accounts with B2B databases including Lusha and ZoomInfo ensuring business information were up to date

Removed over 100+ accounts that were no longer active in the Salesforce account database

Education

Google UX Design
Feb. 2023

Certificate in UI/UX Design

University of California, Irvine
Class of 2022

B.A in Business Administration - Paul Merage School of Business

Skills

Wireframing, Prototyping, Visual Design, Human Interface, Branding, Usability Testing, User Experience, User Research, Journey Maps, User Flows, Affinity Maps

Tools

Figma, Adobe Creative Suite, Astro, HTML/CSS

Hobbies

Music Production, Photography, Video Editing, Specialty Coffee, Mech Keyboards, Powerlifting, Pickleball